



**Commonwealth of Massachusetts
Health Care Quality and Cost Council
Two Boylston Street, 5th floor
Boston, MA 02116**

DEVAL L. PATRICK
Governor

TIMOTHY P. MURRAY
Lieutenant Governor

617-988-3360 • Fax 617-727-7662 • TTY 617-988-3175
www.mass.gov/healthcare

JUDYANN BIGBY, M.D.
Chair

KATHARINE LONDON
Executive Director

Transparency and Communication Committee

Meeting Minutes

Wednesday February 6, 2008
3:15 – 5:00 p.m.
One Ashburton Place
Ashburton Café (basement level)
Boston, MA

Council members present: David Friedman (chair), Charlie Baker, Kevin Beagan, JudyAnn Bigby, Beth Capstick, Shannon Linde, Dolores Mitchell, and Bob Seifert

I. Approval of Minutes of Committee Meeting January 2, 2008

The Committee approved the minutes of its January 2, 2008 meeting.

II. Update on Development of Communications Strategy and Web Design, SolomonMcCown

Afsana Akhter from Medullan, Inc. presented the proposed design for Council's website. Afsana presented the design using wireframes, which show the functionality and general layout of each page in the website, without the final color, formats, and look and feel.

Afsana demonstrated how a user would navigate the website, arriving first at the home page, conducting a brief search, and viewing quality and cost information for one provider or several together. The design will enable a user to quickly switch between one type of measure and another for a single provider, to switch providers, or to obtain more information about the measures.

III. Discussion of Selection of Cost Measures for the Council Website

Quentin Palfrey discussed a set of potential principles that the Council could use to select cost measures.

The Committee agreed that the Council should try to avoid unintended consequences, such as driving costs up, but expressed a concern that there is little data to guide them in this area. The Committee noted that providing cost data together with quality data could reduce the likelihood of driving costs up, as could providing cost information for services that consumers are more likely to pay for out-of-pocket.

The Committee generally agreed that:

- Cost measures should be up-to-date, accurate and reliable; and
- Cost measures should be meaningful and reflect sufficient volume to be useful to an intended audience: consumers, employers, providers, or insurers.

The Committee was divided on whether variability was an important factor in selecting cost measures.

IV. Discussion of First Set of Measures to be put on the Website

The Committee discussed priorities such as beginning with high volume, high variability, low-cost services, and expanding from there.

The Committee agreed that the Analytic Consultant's recommendations would be important in this area.